

Rep Order# 6815510 Ver# 1 Mod# 0 Status Confirmed
EC'd No

Traffic Order# 769201

Printed: 05/15/2012 2:43 PM

1 of 2

Last Received: 05/15/2012 11:17 AM
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 549
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/549
Flight Dates 05/17/2012 - 05/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	9A-10A	FOX NWS SUNDAY	:30	\$50.00	05/20-05/20	1	1	1	\$50.00	
	2	F	10A-11A	MAURY POVICH	:30	\$50.00	05/18-05/18	1	1	1	\$50.00	
	3	TU	10A-11A	MAURY POVICH	:30	\$50.00	05/22-05/22	1	1	1	\$50.00	
	4	F	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/18 05/18	1	1	1	\$50.00	
	5	TU	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/22-05/22	1	1	1	\$50.00	
	6	TH	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/17-05/17	1	1	1	\$175.00	
	7	M	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/21-05/21	1	1	1	\$175.00	
	8	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/23-05/23	1	1	1	\$175.00	
	9	F	11P-1130P	SEINFELD<	:30	\$60.00	05/18-05/18	1	1	1	\$60.00	
	10	TU	11P-1130P	SEINFELD<	:30	\$60.00	05/22-05/22	1	1	1	\$60.00	

---REPORT TOTALS---

Report Totals: 10 / \$895.00

---SALES MONTHLY TOTALS---

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May 12: 10 / \$895.00

Sales Totals: 10 / \$895.00

Station Totals: 10 / \$895.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$17,900	CATV	0%	WNGT	0%	WNWC	6%	WTOL	37%	WTVG	52%
		WUPW	5%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE